

# Press Release



## GoS Watches

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FOR IMMEDIATE RELEASE

## Lapland Ice & Lapland Sky New watches from Gustafsson & Sjögren

*The partnership between the bladesmith Johan Gustafsson and watchmaker Patrik Sjögren aims to provide truly unique watches with inspiration from the cold north of Scandinavia.*

GoS proudly presents the Lapland watches, *Lapland - Ice* and *Lapland - Sky*, two new designs based on an Damascus steel ladder pattern and Damascus steel index markers. The production is limited to five (5) watches of which two are of the uncolored *Ice* edition and three in the colored *Sky* edition. The Lapland dials are etched to enrich the contrasts but while the Lapland Ice dials are uncolored, the dials of the Lapland Sky watches have been given a lustrous blue-purple color to resemble the autumn skies of Lapland.

All Lapland watches are delivered with reindeer leather straps. The straps are made by the highly regarded Sami artisan Christine Utsi who lives in Porjus Lapland, i.e. the northernmost parts of Sweden. She is true to the traditional methods and at the same time embrace new ideas such as applying the ancient techniques into the making of watch straps.

The watches are equipped with a beautifully finished Unitas/ETA 6498 pocket watch movement with Geneva stripe decoration on the bridges. The finishing has been done by the Swiss company Soprod, that also improved the movement to chronometre grade standard with a screw balance and a swan neck regulator.



**Lapland Sky - GoS 015**



### **Lapland Ice - GoS 016**

#### **Specifications Lapland Ice - GoS 014, GoS 016:**

- Case: 44mmx12mm
- Lug width: 22mm
- Glass: Flat sapphire glass (case back mineral)
- Movement: Swiss manual movement ETA 6498-1
  - Modifications by Soprod
  - Cote de Geneve finishing
  - Chronometre grade adaptations, screw balance
  - Swan neck regulator
- Dial: Hand forged Damascus steel with Damascus steel index markers
- Crown: Oversize in Damascus stainless steel
- Hands: Dauphine shape in polished steel finish
- Case finishing: Rich contrasts between bead blasted sides and highgloss polished surfaces on bezel and case back
- Strap: Handcrafted and naturally tanned reindeer strap with traditional Sami tin ornamentation

#### **Specifications Lapland Sky- GoS 013, GoS 015, GoS 017**

- Case: 44mmx12mm
- Lug width: 22mm
- Glass: Flat sapphire glass (case back mineral)
- Movement: Swiss manual movement ETA 6498-1
  - Modifications by Soprod
  - Cote de Geneve finishing
  - Chronometre grade adaptations, screw balance
  - Swan neck regulator
- Dial: with Damascus steel index markers
- Crown: Oversize in Damascus stainless steel.
- Hands: Dauphine shape in polished steel finish
- Case finishing: Rich contrasts between bead blasted sides and highgloss polished surfaces on bezel and case back
- Strap: Handcrafted and naturally tanned reindeer strap with traditional Sami tin ornamentation

## Handmade in Sweden

Damascus steel is an ancient technique of forging steel, originally used to create blades for swords. But not just any blades, blades of legendary sharpness and strength. Gustafsson & Sjögren, GoS Watches, came up with an inventive way of using this forging technique to create beautiful handmade watch dials and other watch parts.

The process of handforging Damascus steel results in every forged piece containing patterns with a different character and personality. This means that every GoS watch is truly one of a kind and a piece of art.

GoS also offers uniquely customized handcrafted watches in addition to the existing models. Customers can request patterns and colors based on the broad range of Damascus techniques shown in Johan Gustafsson's knife production.

**JOHAN GUSTAFSSON** Johan has always been fascinated by steel crafting. Since he now lives at a beautiful and historically rich location in Norsholm, he is always in close proximity to the heritage left behind by the Vikings. From his house by the water, Johan can even see the site where remnants from an ancient weapon forge were found.

**KNIVES** During his long career as a knifemaker he has always been driven by his creativity and desire to continuously improve. All this experience and ambition is now infused in every single GoS watch.

**PATRIK SJÖGREN** With a Masters degree in Computer Science and Engineering and a particular expertise in computer security - Patrik has a sharp edge for minute details and an unshaken focus. For as long as he can remember his curiosity and mechanical talent has made him exceptionally good at problem-solving.

**WATCHMAKER** Patrik graduated from the Swedish watchmaker school in 2007 having received an award for high grades and as one of the best of his class. Having achieved both Swedish and Swiss Wostep watchmaker certificates, he was also granted a scholarship resulting in a Breitling certificate.